

SCV-CAMFT News

Santa Clara Valley Chapter of the California Association of Marriage & Family Therapists

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January/February 2010

JULY LUNCHEON REVIEW

“MINDFULNESS INTERVENTIONS FOR INDIVIDUAL AND COUPLES THERAPY”

PRESENTED BY LISA DALE MILLER, MFT

— Robin Mullery

When you hear the term mindfulness in a psychotherapy context what thoughts do you come up with? Do you wonder how mindfulness practices can be used in a private practice setting? Do you think that mindfulness doesn't fit with your approach or modality? Lisa Dale Miller's July 24th, 2009, presentation provided an introduction to Mindfulness-Based Psychotherapy (MBP) and its uses in private practice through discussion and interactive case examples.

She began by saying that mindfulness tools can be used no matter what modality or techniques of psychotherapy we use and that they can be the most powerful homework we can give to our clients. Mindfulness is paying attention to the present moment with a compassionate, open curiosity. Mindfulness practices provide a set of skills that help clients recognize what is actually arising within and without, and realize they always have a choice in how they respond.

Miller read the poem *The Real Work* by Wendell Berry. She referred to the state of mind in Berry's poem as “don't know mind” and acknowledged that for many clients “don't know mind” brings up powerful feelings of fear. This fear often arises when the client thinks she knows what will happen and it is usually the worst-case scenario. Miller further pointed out that when clients voice fears of uncertainty, more often than not, they are fixated on an automatic, habitual form of catastrophic knowing and unwilling to directly experience not-knowing. Mindfulness is a set of skills to get the client focused on fear and boredom. It opens the door to what is really going on, not just what a client tells herself and provides a means to examine this from a calm and peaceful state.

Mindfulness has been linked with analytic psychology for almost 40 years, introduced by Jack Engler, Ph.D., and others. Jack Kornfield, Ph.D., Joseph Goldstein, Ph.D., and Sharon Salzberg studied Buddhist meditation in India, Burma, and Thailand and returned to the U.S. in the early 1970s to teach insight (Vipassana) meditation. Kornfield and Goldstein became psychologists and have spent many years training psychotherapeutic professionals in applying

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TEEN AND FAMILY COUNSELING CENTER IN CAMPBELL

AT RISK OF CLOSING ITS DOORS

— Georgia Clarke, Executive Director of TFCC

Teen and Family Counseling Center (TFCC), a local, not-for-profit, mental health agency in Campbell, has been providing low-cost counseling services to children, teens, and families in the community for over 26 years. Hundreds of interns and trainees have earned their hours toward licensure by working with TFCC in their sliding-scale clinic or at the schools they served.

As a relatively small not-for-profit agency, TFCC has had its share of challenges. Five years ago they suffered a leadership crisis that, coupled with a move from Los Gatos to Campbell, almost did them in. With a new team in place, things quickly turned around. TFCC has experienced steady growth and earned an outstanding reputation with funders, supporters, interns, and the local universities who recognized TFCC for being an excellent training ground for their graduates.

The agency's greatest challenge faces it today. School contracts have been a significant source of revenue for TFCC. Yet, seemingly overnight, the schools suffered massive cuts to their budgets. TFCC didn't know until June that the schools weren't able to renew their contracts this year. TFCC went from its biggest year in 2008-2009 to one of its worst this year.

In order to survive, TFCC has had to cut costs. In spite of these

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Creating a Community and Culture of Connection

SCV-CAMFT CALENDAR

JANUARY

- 15 **Newsletter Deadline**
March/April Edition
- 22 **Chapter Luncheon,**
South Region; Los Gatos

FEBRUARY

- 26 **Chapter Luncheon,**
North Region; Belmont

MARCH

- 15 **Newsletter Deadline**
May/June Edition
- 26 **Chapter Luncheon,**
Mid Region; Mountain View

APRIL

- 9- **Eye of the Storm Workshop**
10 Mountain View
- 16 **Chapter Luncheon,**
South Region; Los Gatos

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Please see advertising policy and information on page 19.

Unsolicited manuscripts are welcome but the Editorial Committee accepts no responsibility for their return. We reserve the right to edit all articles. Opinions expressed are those of the authors and do not necessarily represent views of SCV-CAMFT.

WHAT'S A CLIENT WORTH TO YOU?

— Sean Eric Armstrong

There's little point arguing that a client's value can be determined in multiple ways.

Today, I'd like to leave aside discussions of a client's inherent worth as a human being and the pleasure we derive from helping another person and discuss something far more important to the health of your practice.

Most businesses generate a substantial amount of profit from clients who keep repurchasing, again and again – over the months, over the years, over the decades. Very little of that profit would be there if you didn't bring those clients into your business or practice in the first place.

How much would it be worth to your practice if you could bring in an extra two, five, or even 10 clients this month and every month? Even if you don't make a single dime on the initial session, but instead make enormous combined profits on all the future sessions you have with them?

How to Turn Prospective Clients into Long-Term Relationships

In his classic book, *Getting Everything You Can Out of All You've Got*, master-marketer Jay Abraham states, "... repurchasing is one of the most overlooked and underutilized methods of client growth and generation available ... you owe it to [your] business or practice to do everything within your power to get clients into the buying stream as quickly and easily as you possibly can."

Most businesses, including psychotherapy practices, make it

far too difficult for clients to start a relationship with them. If you lower or totally eliminate the hurdle in starting a relationship, far more people will begin one with you.

If you deliver great value, service, and results, these people will keep coming back and dealing with you. And the fact that you were the only one with enough faith in yourself and your services to take the risk instead of putting the risk on their shoulders will be remembered favorably by these clients. The faster you get a relationship started, the faster someone will convert from prospect to long-term client.

Many companies increase their clients and profits merely by shifting their focus from trying to make profits on the acquisition of a new client to making their real profit on all the repeat purchases that result from those new clients. The classic examples are the book and music clubs. Why would big, astute companies like Columbia House or Book-of-the-Month Club possibly be willing to send you six to twelve CDs or books for a dollar or two initially? Do you think they lose money long-term on those transactions? Or do you think they recognize that for every 10 or every 100 people coming in, a large number will keep buying over and over again at the full rate? They want to do everything possible to make it easy and attractive to get you started buying and using their service in the first place. By doing this they do tens of millions of dollars a year from the people who come in on that break-even proposition.

Similarly, many credit card companies offer a low interest rate for the first six months and many service companies offer the first thirty days of their services for free.

Determining the Value of Your Clients

Until you identify and understand exactly how much combined profit a client represents to your business for the length of that relationship, you can't begin to know how much time, effort, and, most importantly, expense you can afford to invest to acquire that client in the first place. You need to know the long-term value of your clients (what Jay Abraham refers to as your clients' "marginal net worth").

Knowing how much a client will spend with you over a period of months or years tells you how much you can spend on the process of acquiring a client.

The most profitable thing you'll ever do for your business is to understand and ethically put to use the marginal net worth of a client.

What is the current long-term value of one of your clients? It's the total profit of an average client over the length of his or her patronage less all advertising, marketing, and incremental service-fulfillment expenses.

Let's say your average new client brings you an average profit of \$75 on the first session. He or she returns for 20 more sessions, with an average per session fee of \$125, and on each \$125 session you make \$75 gross profit.

On average a new client is worth \$1,575.

You could, theoretically, afford to spend up to \$1,575 to bring in a client and still break even ... And this doesn't take into account that your efforts to attract one new client will often attract far more

(continued on next page)

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(What's a Client Worth to You? continued from previous page)

than one, as well as the fact that each new client is a potential referral source for yet more clients!

If you haven't calculated your client's marginal net worth, here's Jay Abraham's formula for doing so:

1. Determine your average per session fee and your profit per session.
2. Compute how much additional profit a client is worth to you by determining how many times he or she comes back.
3. Find out precisely what a client costs by dividing your marketing budget by the number of clients it produces.
4. Ascertain the cost of a prospective client the same way.
5. Establish how many clients you get for so many prospects (the percentage of prospects who become clients).
6. Calculate the marginal net worth of a client by subtracting the cost to produce (or convert) the client from the profit you expect to earn from the client over the length of his or her patronage.

Same Strategy, Different Approaches

Once you've calculated the long-term value of a client, you have many ways to accomplish your break-even objective.

Remember, the goal isn't just to cut the price of the first session. The goal is to make that first purchase so much more appealing that people find it harder to say "No" than "Yes... Please!"

While reducing the price of your services is the most obvious way to get the first session, there are other powerful ways to obtain

first-time clients.

For example, you can calculate your allowable marketing or selling cost, which is how much money you're willing to either spend or forgo receiving (by reducing your first session price), in order to make that very first transaction more appealing to a prospective client.

Let's say you charge \$150 per session and your advertising, marketing, and incremental costs to provide therapy cost you \$50 per session. Assuming your average client returns for numerous sessions and you will realize a good long-term profit, you can obviously reduce your price by \$100 on the first session to reach a break-even point and gain a new client. But you could put that \$100 to a number of other uses.

You could keep the price at \$150 and use the \$100 to buy more of your service. So you still charge the full \$150, but you give prospects two or three times the quantity on the first purchase (two or three hours or sessions instead of one). Or you could take the \$100 and use it to buy other complementary products or services at wholesale (self-help books, yoga, massage therapy services, etc.) to package and add to your product or service without raising the \$150 price – so the value of your offer becomes far greater and thus more attractive. Or you can use that \$100 to invest in advertising, sales letters, free seminars, or any other marketing programs.

The only limitation you have on how to use your allowable marketing or selling cost to help you strategically break even on the initial session is that, after testing it out, it must be economically viable in the long term.

This strategy, when applied, will make your conventional-thinking, nonstrategic competitors look far more expensive and appear to offer significantly less value. And you will gain visible distinction, attract more clients, and seed significant profits for the future.

Today's Action Plan

Using the formula provided above, determine your client's marginal net worth. Next make a list of every product or service you sell. Then figure out how you can lower the resistance barrier for a prospective client by increasing the value you provide and/or lowering the initial fee you ask. Remember, focus attention on the fact that where you begin has nothing to do with where you end up. A new client first coming in for a lower-priced starter offer may turn into a client who buys over and over at your full fee.

Try it out in a small, safe test approach first. You'll be pleasantly surprised by how many people take you up on your proposition. If you use the logical strategy of lowering the barrier of entry to get started in a relationship, it will produce significant practice-building results.

Sean Eric Armstrong, owner of Kethyr Solutions (<http://www.kethyrsolutions.com>), an Internet marketing firm dedicated to helping mental health professionals and other small business owners market and grow their businesses using the power of the written word and the Internet, is the publisher of Kethyr's CAMEL Report (<http://www.kethyrscamel.com>), a free bi-weekly online newsletter from which this article has been adapted.



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◆ REFLECTIONS ON WELLNESS ◆

ARE YOU A WORKAHOLIC OR A WORK ENTHUSIAST?

— Mary Ann Norfleet, Ph.D.

Is work interfering with your family life, your social activities and your pursuit of happiness? Do you feel as if there is never enough time to accomplish everything you want to do? Are the demands of working in a managed care environment impinging on your free time? Do you take office paperwork with you on vacations? If you answer “Yes” to these questions you may be work addicted.

Workaholism

Most of us feel overworked at times, but when this gets out of control, it can become an addiction. The workaholic in our profession is usually a caring, intelligent, highly educated, engaging person. However, the work addict loses control to the point of compulsively continuing to work, even when health or relationships become threatened. Typically, the workaholic is always busy, overly responsible, thinks about work most of the time, often has low self-esteem and feels out-of-control in the face of heavy workloads. As noted by Spence and Robbins (1992), the work addict has difficulty delegating responsibility, tends to be a perfectionist and experiences greater job stress than others. People in open-ended jobs, such as the self-employed, tend to be more vulnerable to work addiction.

Work Enthusiasm

In contrast, work enthusiasts enjoy their jobs and overwork on occasion when patient loads are especially heavy or when professional activities call for an extra time commitment — but this is more the exception than the rule (Conroy, 1995). When work enthusiasts work longer hours, they often enjoy it less. Work enthusiasts do not experience the guilt, depression and distress that workaholics feel when they are not working. The work enthusiast can “Just Say No” to overwork, can “pick and choose” to set priorities, achieve work goals and enjoy leisure time; s/he will not let work interfere with family and social activities on a regular basis. The work enthusiast makes time for “R & R” — rest and recreation.

The Consequences of Overwork

In an article on physicians and work addiction, Conroy (1995) points out that workaholics typically have many early symptoms which reduce their productivity: “fatigue, irritability, sleep disturbances, difficulty concentrating, memory lapses, confusion, depression, gastrointestinal disorders, cardiovascular problems and neuromuscular complaints.” As work addiction increases, these symptoms can foreshadow more severe psychological and/or physical problems.

Overwork is paradoxical in that it may earn praise from others and does not call forth the concern elicited by other addictions, such as substance abuse. In one extreme case the work addict was a highly competent professional who spent over 90 hours at work each week! This person did not know the names of any of his children’s friends nor could he remember the name of the family pet. When he was home, he was usually sleeping or reading and not interacting with his wife or children. Not surprisingly, his marriage

was crumbling. Meanwhile, his colleagues praised his self-sacrifice and dedication to work.

What You Can Do

In order to take better care of ourselves, and ultimately to have more energy for our work and our personal lives, it is essential that we put work in perspective and keep balance in our lives. This calls for having clear priorities and goals. Social support is also a very important means of reducing stress and preventing impairment. In addition to the support we can give each other as colleagues, through our professional relationships and associations, we must not neglect or underestimate the significance of time spent with family members and friends. A satisfying marriage can be a welcome and affirming contrast to days when our professional lives are filled with “the slings and arrows of outrageous fortune.”

As psychotherapists, many of us are experts at stress reduction. We can apply these principles to ourselves by having a satisfying relationship and a few close friends, getting enough rest, setting aside personal time on a daily basis, resolving anger, eating a well-balanced diet, getting regular exercise, organizing and managing time efficiently — and perhaps practicing meditation.

As with any addiction, denial is a powerful factor in workaholic thinking. The problem must first be acknowledged. Support groups can be very helpful once the problem is recognized and the work addict is ready to change. In persistent cases, psychotherapy may be needed. As with any addiction, relapse can occur; it is important to support our colleagues and encourage them to “stick with it” when they become discouraged about changing workaholic habits. From the standpoint of well-being, one of the most important professional goals for all of us may be to become work enthusiasts.

Mary Ann Norfleet, Ph.D., is a clinical psychologist practicing in Palo Alto, California.

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*Reflections on Wellness is a regular column from the Therapist Well-Being Committee and appears in every issue of SCV-CAMFT News. The committee welcomes your ideas or submissions about therapists and their real struggles and triumphs maintaining well being. We encourage you to give us feedback, write an article, be interviewed or suggest a topic for this column. Please contact **Cathy Hauer**, at 650/712-1930 or CathyHauer2@aol.com, for author guidelines or to discuss the column.*
◆

(TFCC At Risk of Closing Its Doors continued from front page)

drastic measures, the staff has remained committed to its mission: to provide affordable and accessible counseling to the underserved, under-represented, and uninsured children, teens, and families. To demonstrate that commitment, TFCC is providing pro-bono counseling to the local high schools.

In order to survive, TFCC needs help from the community. **Bonnie Faber, MFT**, is volunteering supervision hours to help out, and, of course, current staff is doing more with less like so many others struggling in this current economy.

Ways you can help TFCC:

- ◆ Volunteer two supervision hours per week
- ◆ Donate money to TFCC by going to their website <http://www.teenfamilycounseling.org> or mail to 307 Orchard City Drive, Suite 206, Campbell, CA 95008
- ◆ Refer clients who need low-cost counseling
- ◆ Volunteer to teach a class to parents and/or teens
- ◆ Provide a one-hour or two-hour training for interns on relevant topics

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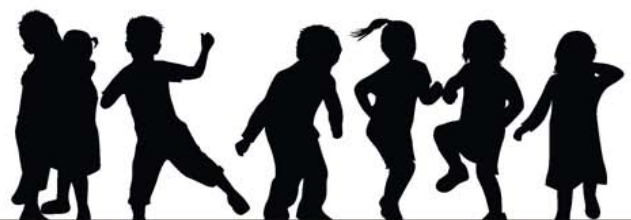
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SCV-CAMFT PROGRAM EVENTS

SOUTH REGION LUNCHEON (1.5 CEU HRS. AVAILABLE, PCE I134)

“Suicide Assessment/Crisis Intervention: What Every Therapist Needs to Know”

— Edward Subega, MFT

Date: Friday, January 22, 2010, 11:30 AM – 1:30 PM
Place: Los Gatos Lodge, Los Gatos
Menu: Chicken Parmigiana *or* Teriyaki Mahi Mahi *or* Vegetarian Lasagna
Register: **Register using your credit card at www.scv-camft.org!** (See below and back page for more information.) For information regarding the speaker contact **Verna Nelson, 408/379-7747.**

Every therapist needs to have tools to assess the risk factors for suicide and other crisis situations plus techniques to intervene quickly and appropriately. Mr. Subega will share his 30 years of experience as a crisis counselor with both adolescents and adults in this important presentation.

He will guide us through the process of doing a suicide assessment and appropriate intervention. In addition, he will be prepared to address questions that you may have had in your own clinical experience with both adolescents and adults in crisis.

He will share crisis intervention techniques that he has found useful when working with clients and their families, including some of the available community resources.

He will also present ideas of how you can take care of yourself while working with a crisis situation so you can be more comfortable and effective in your work. Please come with questions that you have regarding this important subject.

Edward Subega has been a licensed marriage and family therapist since November 1995. He has practiced crisis intervention with adolescents and adults for over 30 years in school and for the county. He is currently the Program Lead/Clinical Supervisor of Santa Clara County's Suicide and Crisis Hotline.

Directions:

From 280 Heading North or South: Exit I-880 South towards Santa Cruz. I-880 South becomes SR-17 S. Take the East Los Gatos exit. Merge onto Los Gatos-Saratoga Road. The Los Gatos Lodge will be on your right. There is plenty of parking. SCV-CAMFT luncheons will be located in the GARDEN ROOM.

NORTH REGION LUNCHEON (1.5 CEU HRS. AVAILABLE, PCE I134)

“An Introduction to the Clinical Applications of Systemic Family Constellation Work”

— Brigitte Essl, European M.D., M.A., D.C.

Date: Friday, February 26, 2010, 11:30 AM – 1:30 PM
Place: Iron Gate Continental Cuisine, Belmont
Menu: *To Be Determined*
Register: **Register using your credit card at www.scv-camft.org!** (See below and back page for more information.) For information regarding the speaker contact **Pamela Eaken, 650/571-6342.**

The therapeutic application of Systemic Family Constellation Work (SFCW) has emerged from the fields of family therapy, systems theory, and phenomenology. In the constellation process, the family system dynamics that stem from multi-generational trauma can be accessed (e.g., exclusion of family members, early death of loved ones, war-related traumas, loss of country and family fortune), unveiling a patient's hidden loyalties and subliminal identification with extended family members, including previous generations. Such loyalty and identification can bring destructive life patterns to family members. SFCW is commonly used in European psychosomatic hospitals and rehab facilities as an adjunct treatment for addictions, anxiety, depression, eating disorders, and chronic health issues.

One benefit of this approach is the procedural inclusion of grandparents and great-grandparents, an opening of ancestral appreciation, and allowing extended social relations into one's family identity. The therapeutic process is aided by the patient's deeper sense of historical belonging and biological lineage awareness.

Directions:

From 101 Heading South: Take the 412 exit toward Ralston Ave. Turn right at Ralston Ave (signs for Ralston Ave). Turn left at CA-82/El Camino Real. The restaurant will be on your right between Oneill and Broadway.

From 101 Heading North: Take the 412 exit for Marine Pkwy. toward Ralston Ave. Merge onto Island Pkwy. (signs for Ralston Ave.). Turn left at Marine Pkwy./Ralston Ave. Continue to follow Ralston Ave. and turn left at CA-82/El Camino Real. The restaurant will be on your right between Oneill and Broadway.

Note: While there are sometimes a few seats left for walk-ins, pre-registration is required. We give the food counts a few days before the luncheon and cannot be accurate without pre-registration. If you find you must cancel, please call the chapter voicemail (408/235-0210). **Refunds are not always available and are never available without this notification.** It *may* be possible to transfer your payment to the following month *if* you call at least 24 hours in advance. The contact persons are available to answer questions about the speaker and the topic. If you have questions about the procedure for registering, call the chapter voicemail. Guests are welcome to attend with you—please provide their names along with your payment. Also be sure to specify your entrée choice with your payment. See the back cover for more information on registration. **Please remember that telephone reservations cannot be accepted.**

SCV-CAMFT 2010 CALENDAR OF EVENTS

January 15, 2010; Friday

January 22, 2010; Friday

February 26, 2010; Friday

March 15, 2010; Monday

March 26, 2010; Friday

April 9-10, 2010; Friday-Saturday

April 22-25, 2010; Thursday-Sunday

April 16, 2010; Friday

May 15, 2010; Saturday

May 21, 2010; Friday

June 25, 2010; Friday

March/April Newsletter Deadline

South Region Luncheon/Board Meeting

Suicide Assessment/Crisis Intervention:

What Every Therapist Needs to Know

Edward Subega, MFT

North Region Luncheon/Board Meeting

*An Introduction to the Clinical Applications
of Systemic Family Constellation Work*

Brigitte Essl, European M.D., M.A., D.C.

May/June Newsletter Deadline

Mid Region Luncheon/Board Meeting

Using Present Tense in Individual and Group Work

Myrtle Heery

Two-Day Trauma Response Network Workshop

In the Eye of the Storm...

Essentials for Disaster Mental Health

Diane Myers, RN, MSN, CTS

CAMFT Annual Conference

Sheraton Gateway, Los Angeles

South Region Luncheon/Board Meeting

CyberAddiction

Elaine W. Brady, Ph.D., MFT

July/August Newsletter Deadline

North Region Luncheon/Board Meeting

To Be Determined

Mid Region Luncheon/Board Meeting

To Be Determined

PLEASE NOTE NEWSLETTER DEADLINES:

THE DEADLINE FOR NEWSLETTER SUBMISSIONS IS SIX WEEKS PRIOR TO PUBLICATION. (THE DEADLINE FOR THE MARCH/APRIL ISSUE IS JANUARY 15TH. THE DEADLINE FOR THE MAY/JUNE ISSUE IS MARCH 15TH.) IN ORDER TO GET THE NEWSLETTER TO YOU ON TIME, WE MUST STRICTLY ADHERE TO THIS TIME FRAME. SUBMISSIONS RECEIVED LATE WILL BE HELD OVER FOR ANOTHER ISSUE.

MARCH/APRIL 2010 ISSUE
DEADLINE: JANUARY 15TH, 2010

MAY/JUNE 2010 ISSUE
DEADLINE: MARCH 15TH, 2010

mindfulness to psychotherapy. Another pioneer, Jon Kabat-Zinn, M.D., founded the Stress Reduction Clinic at the University of Massachusetts Medical School in 1979, and created the Mindfulness Based Stress Reduction (MBSR) program.

In the last ten years, MBP has come into its own. MBP combines psychodynamic and cognitive behavioral interventions, with mindfulness and heartfulness meditation practices, to awaken insight and promote active change in clients.

The two pillars of MBP are mindfulness and heartfulness. Mindfulness meditation brings about calm, clarity, and insight, while heartfulness meditation cultivates emotional healing. Mindfulness meditation develops attentional concentration and insight. Concentration practices cultivate mental calm, stability, and vividness, primarily through mindfulness of breath meditation. Insight is cultivated through direct knowing of internal and external phenomena as they arise and pass away, not being lost in conclusions or judgments about them. It is paying attention to pleasant experiences, painful experiences, and neutral experiences, with curiosity and openness. This helps bring about wisdom and equanimity. Insight meditation provides recognition of the impermanence of all phenomena and direct experience of habitual mental reactivity to aversion and craving. The experiential focus it provides serves as an antidote to negative internal narratives, hatred, instability, and ignorance.

The heartfulness aspect of MBP includes tools for emotional healing through the development of compassion and loving-kindness for oneself and others. Miller related that it is her experience that most people who come for therapy suffer with some form of self-loathing. She theorized that self-hatred, self-judgment, self-blame, and self-doubt are at the root of much of the suffering people experience. Through the practice of loving-kindness and compassion, we can help our clients cultivate safety, well-being, health, and ease, while providing an antidote to self-generated ill-will, self-hatred, and self-judgment.

After her overview, Miller took case examples and questions from the audience. In brief they are below.

Question: Can MBP be used with children? I see an 11-year-old girl who is fearful, what mindfulness practices could I use?

Answer: Yes, mindfulness can be used with children. Until the age of 12, only walking meditation is advised. You can teach a child to walk slowly and pay attention to her breath. For the 11-year-old, I would consider both guided imagery to help her find safety in her own body and loving-kindness meditation in the form of a game or song.

Question: What about with a 9-year-old boy who is afraid of death?

Answer: Don't negate it. Bring up the question of what death may be like, have an open, frank, clear discussion of what he thinks death is, where he thinks we go when we die, etc. Be creative. This may help you understand his fear. Then introduce some anxiety-reducing techniques.

Question: How would you work with a mother who adopted three kids with extensive trauma and failed adoptions, who then become her caretakers? There is marital tension and she seems to be developing an anxiety disorder. Her husband is disappointed in her household duties and now she can't talk to him.

Answer: This is a family system problem – the couple needs to be strengthened, get on the same page and support each other. Mindfulness would add tools for sanity. You can't get rid of their pain, but you can give them tools to lessen their suffering. It sounds like mom has a low opinion of herself and feels deeply incapable. Her husband may be triggering her deep wound of self-loathing and self-blaming. When we work with a couple, we can give them the skills of compassionate recognition of the other's suffering. Model and teach through mindfulness how to think before responding and how to respond from an open inquiring place rather than assumptions. Combine the tools for heartfulness with tools for self-awareness.

Miller ended the talk by sharing her intention to offer a MBP consultation group for clinicians. For more information we were directed to her website: <http://www.lisadalemler.com/mbpsych.htm>.

CAMFT NEEDS YOUR HELP

Having problems getting reimbursed
by a managed health care plan?

Has the Insurer or Plan lost your claim
one too many times?

Dropped by a plan for requesting a
higher reimbursement rate?

CAMFT continues to work with the Department of Managed Health Care ("DMHC") to resolve ongoing provider-plan administrative problems, complexities, and unfair business practices that violate the law ... BUT CAMFT NEEDS YOUR HELP!

Next time you file an appeal with a health care plan and/or file a grievance with the DMHC or Department of Insurance, PLEASE also fax a copy of this letter to CAMFT so that we can utilize this information as empirical data when fighting for your rights.

NOTE: We will redact (or blackout) any and all identifying information that relates to you and your client (if not already redacted).

Please fax copies of your appeals or grievances to Cathy Atkins at 858-292-2666. Thank you for helping CAMFT fight for your rights as providers in the managed health care system!!

Mindfulness Techniques
For
Healing Depression

Learn how to use your attention to break the cycle of chronic unhappiness. Bring mindfulness practice into your life and better manage your moods and anxiety.

Meets for 8 Mondays in San Mateo
Beginning Monday January 25th, 2010
Cost: \$300

Enroll Now!
Call Moby Coquillard, MFT 650-348-2797
www.mobycoquillard.com
CEU's available. Provider #PCE3469

EATING DISORDER GROUPS
For Women

Bulimia & Anorexia
Binge eating disorder
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MONDAYS
(every other week)
6:00PM – 7:30PM

Focus on developing a healthy lifestyle,
reducing obsessive thoughts about food and weight,
increasing positive body and self image,
reducing negative thought process,
and finding healthy ways to cope with anxiety.

Terryann Sanders, MFC-41760
Licensed Marriage and Family Therapist
1670 Hillsdale Avenue, Suite B
San Jose, CA 95124
terrysanderslmft@sbcglobal.net

408 264-5802

PSYCHOANALYTIC-ORIENTED CONSULTATION GROUP FORMING

Beginning March 2010 – Mondays, 1:45 – 3:00, Palo Alto

\$45 weekly

At times, we all find ourselves reacting to our patients – in ways that surprise and trouble us. Feelings of anger, confusion, frustration, and even love, to name a few, overwhelm us during an hour making it difficult to think clearly or formulate responses.

We will begin our group focusing on the psychoanalytic concept of countertransference – the therapist's reaction to the patient. As the group continues, we will explore a range of analytic ideas through relevant readings and examples of case material from the group.

Leaders:

Carol Harrus, M.D., Adjunct Clinical Faculty, Stanford School of Medicine - Division of Child and Adolescent Psychiatry, Adv. Candidate, Psychoanalytic Institute of N. CA and
Diane Strongwater, MFT, Graduate/Personal and Supervising Analyst, Psychoanalytic Institute of N. CA

For information contact:

Diane Strongwater, 408-737-1337 or Carol Harrus, 650-328-8935

SAVE THE DATE!! SAVE THE DATE!! SAVE THE DATE!! SAVE THE DATE!! SAVE THE DATE!!

SCV-CAMFT PRESENTS

A Two-Day Trauma Response Network Training – 14 CEUs In the Eye of the Storm... Essentials for Disaster Mental Health

Presented by Diane Myers, RN, MSN, CTS

Friday, April 9th, and Saturday, April 10th, 2010

8:30 AM — 4:30 PM

(Registration Begins at 8:00AM on Friday, April 9th)

This course for licensed mental health professionals will prepare participants to:

- ◆ Identify and differentiate different types of disasters
- ◆ Describe the types of trauma caused by all disasters
- ◆ List common stress reactions to disaster
- ◆ Understand the psychological phases of disaster recovery
- ◆ Understand key concepts of disaster mental health
- ◆ List phase-appropriate disaster mental health services
- ◆ Become involved in organized disaster mental health efforts

This is one of three courses required for anyone who wishes to be a member of the CAMFT Trauma Response Network. (The other two are: one from the Red Cross and the CISM Critical Incident Stress Debriefing.) This workshop will provide participants with essential knowledge and skills for intervening effectively with mental health needs in the complex and intensive aftermath of a disaster.

Diane Myers a licensed Psychiatric Mental Health Nurse is a Faculty member of the International Critical Incident Stress Foundation, Inc. She is the author of three books and over 50 publications on trauma, disaster and critical incident stress. For her further credentials, visit www.icisf.org (Faculty).

(Speakers at SCV-CAMFT events are provided as a service to members & non-members of our chapter and represent their own professional work and opinions.)

Location:

City of Mountain View
Fire Department Auditorium
1000 Villa Street
Mountain View, CA 94041

Cost:

Register *before* March 1st

Chapter Members	\$200.00
Non-Members	\$225.00

Register *after* March 1st

Chapter Members	\$225.00
Non-Members	\$250.00

(14 Contact Hours; 14 CE Hours for California MFTs & LCSWs are Included!)

Register online at <http://www.scv-camft.org/calendar/DisplayEvent.aspx?EventId=86>, by personal check, or by PayPal. Please use the chapter's e-mail address: mail@scv-camft.org for PayPal payments, or make check payable to SCV-CAMFT and mail to: SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306.

Space is limited! Must register by April 1st. Register early to save money and guarantee your place! For reservation information, contact 408/235-0210 or mail@scv-camft.org. For information on the workshop, please contact Mary Kay Bigelow at 650/948-3400.

Cancellation Policy: Due to the contracted costs of offering this event, cancellations must be received before April 1, 2010, in order to ensure a refund. No credits or refunds will be allowed for cancellations received after that date. By sending payment you are agreeing to this cancellation policy. We appreciate your cooperation. Cancellations may be sent by e-mail to mail@scv-camft.org or left on the chapter's voicemail, 408/235-0210.

KIM IVES BAILEY, CGP, MFT

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PSYCHONEUROLOGY STUDY GROUP

Keeping the Brain in Mind:

How knowing more about the brain can help you
become a better therapist.



January 15 to June 18, 2010
On the third Friday of each month

Are you intrigued by the wealth of **neuroscience research** available today, and interested in exploring the clinical implications and applications of these findings to your own practice of psychotherapy?

Francine Lapidès, MFT * (831) 335-4830 *
FMLapides@aol.com
www.FrancineLapides.com
License # MFC 7414




Online Payments

Available via Credit Card!

You may now use your credit card on the chapter's new website to register for chapter-sponsored events (luncheons, workshops, etc.), submit and pay for advertising, and renew your SCV-CAMFT membership. All you need to do is log in to the chapter's website (<http://www.scv-camft.org>). You may renew your membership and submit ads from your "My Account" page or register for events from the event calendar. Remember to log in in order to receive your member discounts. Check it out!

**Make a difference...
Join your North
Region Luncheon
Committee Today!**



-  Use your creativity to locate speakers and topic presentations
-  Use your organizing talents to manage luncheon locations
-  Develop your network on a committee of fellow MFT's

And Have Fun!

Contact Pam Eaken, Committee Chair
E-mail: eeekin_too@yahoo.com
Phone: 650-571-6342



Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

MARKETING & INFORMATION TABLE

We encourage you to bring marketing materials and other information to place on the literature table at chapter events. Missed the last newsletter deadline? Then this table is the perfect place to advertise your:

- Workshops
- Office Space
- Job Opportunities
- Conferences

If you want your brochures and business cards back, be sure to pick them up after the event is complete.

FREE PRELICENSED SUPPORT GROUPS

South Region – The group meets the second Saturday of each month from 10:00 AM - 12:00 PM. The current facilitator is **Judy Hanf, MFT**. The group is held on the border of Campbell and Los Gatos, close to the intersection of 85 and 880. Please call Judy at 408/440-6274 or e-mail her at judy@betterlivingtherapy.com, if you are interested in taking advantage of this valuable support group!

FREE NEWLY LICENSED SUPPORT GROUPS

North Region – The purpose of this group, which meets monthly, is to provide support to members who have recently become licensed.

Jamie Moran, LCSW, is the current group facilitator. The location is 661 Live Oak Avenue, Suite One, Menlo Park, CA 94025. To RSVP, and for further information about upcoming meeting dates and times, please contact Jamie Moran at Jammoran@aol.com or 650/598-8877.

South Region – This support group meets the third Saturday of each month from 12:00 PM - 2:00 PM. The purpose of this group is to provide support to members who have recently become licensed.

Verna Nelson, MFT, is the current group facilitator and meetings are held on the border of Campbell and Los Gatos, close to the intersection of 85 and 880. To RSVP, and for further information, please contact Verna Nelson at 408/379-7747 or vernalnelson@gmail.com.

FREE THERAPIST SUPPORT GROUP

The meetings are held from 1:00 PM - 2:30 PM on the second Friday of each month (January 8th and February 12th), at JFK University Counseling Center, 572 Dunholme Way, Sunnyvale. Meetings are sponsored by the Well-Being Committee and hosted by **Ani Martin, MFT**, and **Mary Jo Trusso, MFT**. Please call Ani at 408/629-2234 or e-mail her at ani@mncservice.com, if you plan to attend.

Chapter board meetings are generally held on the fourth Friday of each month (some major holidays and other chapter functions move the date) from 9:00AM to 11:30AM at the same location as, and immediately prior to, the chapter's monthly luncheon event.

All luncheon programs are held from 11:30AM to 1:30PM. Look for locations and other specifics in the newsletters, on the chapter's website, and in e-mail sent directly to those members who have e-mail.

In order to make the luncheon registration process as efficient as possible, please register early by sending your payments, with your entrée selection noted, to the chapter before the Monday prior to the event.

SPREADSHEET AVAILABLE FOR COUNTING INTERN HOURS

— Susan Owicki, MFT

Keeping track of those 3,000 hours in all the BBS categories can be quite a chore. When I was an intern I developed an Excel spreadsheet that let me keep track of hours in all categories and at multiple sites. It gave me a running report on the total each week, and even kept track of the maximum hours allowed in each category.

I am making the spreadsheet available free to prelicensed members of SCV-CAMFT. To use it, you need to have the Microsoft Excel program and know how to enter data in an Excel spreadsheet. If you are interested in giving it a try, call me at 650/327-2129.

CHANGE OF STATUS

SCV-CAMFT would like to acknowledge those members who recently negotiated the difficult task of completing the MFT licensing process.

Congratulations!

If you have received your notice of licensure, it is important to remember to inform your local chapter as well as the state organization of CAMFT.

Please inform our chapter coordinator of any status change as soon as possible by telephone, 408/235-0210, or by e-mail, mail@scv-camft.org.

CONGRATULATIONS TO THE FOLLOWING RECENTLY LICENSED MEMBERS:

- Caron B. Heimbeck, MFT
- Laura A. Raybould, MFT
- Kaye-Ailsa F. Rowan, MFT

WE WELCOME THESE NEW AND RENEWING MEMBERS!

The board wishes to thank those members in the Sponsor, Sustaining, Supporting, and Supporting Prelicensed categories for graciously choosing to support the chapter by giving more than the regular dues.

SPONSOR (\$135.00)

CAROL L. CAMPBELL, MFT
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VERNA L. NELSON, MFT
JACQUELINE L. PAYNE, MFT

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JOSEPH D. FAMA, MFT
MARY D. FOSTON-ENGLISH,
MFT
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TOM MARTIN
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NANCY M. ROBERTS-KNIGHT
KATE VIRET



Familiar With The Expression
“There is no such thing as a free lunch?”

Well... It's Not Completely True...




SCV-CAMFT's Program Planning Committees Are Offering You A Free Lunch!

If you are planning to attend an upcoming luncheon, our chapter is always looking for volunteers to write a summary of these presentations for the newsletter. These summaries benefit all those members unable to attend. After submitting your article, you will be entitled to one free meal at any future SCV-CAMFT luncheon.

Please contact the chapter, 408/235-0210 or mail@scv-camft.org, if you are interested in getting a free lunch while doing something that feels great!

Make a difference...
Join your North
Region Luncheon
Committee Today!



-  Use your creativity to locate speakers and topic presentations
-  Use your organizing talents to manage luncheon locations
-  Develop your network on a committee of fellow MFT's

And Have Fun!

Contact Pam Eaken, Committee Chair
E-mail: eeekin_too@yahoo.com
Phone: 650-571-6342



Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

Guidelines for Authors of Articles for the Chapter Newsletter

FORMAT FOR ARTICLES

- Length: Articles 500-1,200 words; Announcements 75-250 words
- Double-space to provide room for editing**
- Indent paragraphs
- Do not right justify
- Submit typed or printed copy only
- Check punctuation and spelling, particularly of names
- Please note deadlines, which the production staff must observe — the 15th of January, March, May, July, September and November. The more time we have to edit and check facts, the better your article will be.

STYLE OF SUBMISSIONS

- Use an active voice “*We have all experienced...*” rather than a passive voice “*An experience that has been had by all of us...*”
- Use short sentences and short paragraphs. Avoid loading sentences with unnecessary words; in general, strive to make your points as briefly as possible, with each word adding something.
- Avoid clichés (“like a ton of bricks”), slang (“humungous”), and hyperbole (“the worst problem we all face...”).
- Document key assertions with which others may disagree (“(Farrell, 1933)” “Unified School District enrollment data”).

IN GENERAL

As you prepare your article or announcement, ask yourself:

- What is my goal — to inform, to persuade, to motivate, to challenge, to respond?
- What exactly is this article about? What are the two or three key points I wish to make?
- Who is my audience? How much knowledge of this subject do I assume my readers have?
- For announcements, please make sure you include all necessary information: what, why, when, where, how, and who.
- Before submitting anything, please read it once more, making sure it says what you want it to say as clearly as possible.
- Submit articles via the chapter's Website, <http://www.scv-camft.org>, or e-mail to mail@scv-camft.org.
- For more information, call Kim Ives Bailey, Editor, 650/737-1818.
- Please observe the deadline dates. We strive to make the delivery as timely as possible and depend on strict adherence to the deadlines. Again, articles are due by the 15th of each odd-numbered month (January, March, May, July, September) for publication two months hence.***

BENEFITS OF YOUR SCV-CAMFT MEMBERSHIP

In an effort to make sure all SCV-CAMFT members are aware of the many benefits available to chapter members, the SCV-CAMFT Board of Directors has decided to reprint the following list of member benefits, which also appears on the chapter's website and in the member application and renewal packets the chapter mails each month:

- ◆ **Networking** at monthly SCV-CAMFT luncheons. Chapter luncheons, held in Santa Clara and San Mateo counties, provide time for you to meet with colleagues, make and receive referrals, build new relationships and renew existing ones, all while enjoying up-to-date presentations.
- ◆ **Professional Development** through monthly luncheons and workshops that feature presentations on a wide variety of topics addressing the professional and business needs of our members. Additionally, SCV-CAMFT is a BBS state-approved provider of CEUs, so you can fulfill your BBS requirements for a nominal fee.
- ◆ **The Membership Directory** is a wonderful resource for referrals. It contains members' specialty listings, languages spoken, and identification of those who have handicap access or accept low fees. In addition, the directory is made available to agencies in the community for their use in making referrals. The directory is published twice annually and is available to members for free in Adobe PDF format on the chapter's website or at cost on a print-on-demand basis.
- ◆ **Our bi-monthly newsletter**, SCV-CAMFT News, keeps members up-to-date on job opportunities, legislative alerts and new developments in the field. Chapter members may place one classified advertisement per issue free of charge and receive discounted advertising rates.
- ◆ **SCV-CAMFT's Website**, www.scv-camft.org, contains information important for members and the community. As a chapter member you are entitled to a free listing in the online "Therapist Search" referral database. You may also sign up for an Expanded Web listing and get your own Web page! Additionally, members have access to the members' area of the website and the "Chapter Exchange," the chapter's listserve, which is a convenient means of distributing announcements and keeping involved with the chapter's membership.
- ◆ **SCV-CAMFT's Pre-licensed Support Services** are extensive. The chapter offers on-going support groups, a regular pre-licensed column in SCV-CAMFT News, and various pre-licensed focused events.
- ◆ **The Internship Directory** includes detailed information on internships in Santa Clara and San Mateo counties, contact numbers for pre-licensed support services, and information about the internship process. It is updated continuously and is available to members free of charge on the chapter's website.
- ◆ **SCV-CAMFT's Mentoring Program** allows members at an early stage of professional development to connect with more experienced chapter members who offer support and guidance.
- ◆ **Involvement in Chapter Groups & Committees** allows you to effect solutions in an area that interests or concerns you. You are welcome to participate in any of the current groups (Therapist Well-Being, Newly Licensed Support, Pre-licensed Support), or committees (Website/Technology, Editorial, Marriage Parity, or Ethics), or to explore starting a new group or committee.
- ◆ **Volunteer opportunities** abound. You are encouraged to join our board of directors, contribute articles to our newsletter, provide editorial input for the newsletter, and bring you expertise and leadership skills to one of our committees.

Again, these are just some of the many benefits of SCV-CAMFT membership. If you have any questions regarding any of the member benefits listed above, or are interested in a benefit not mentioned on the list, please feel free to contact any of the board members (listed on page 2 of this newsletter) directly, or contact SCV-CAMFT by e-mail at mail@scv-camft.org or phone at 408/235-0210.

To all MFTs 60 years old and up:

**An INVITATION to an EXPLORATORY MEETING
for**

SUCCESSFUL AGING: TEAM SUPPORT *

Facilitated by Lynn Wiese, MFT

License #MFC9000

My vision is for a working group for Therapists Only, to address any and all issues related to aging from a pro-active, personal growth perspective. We will look to optimize our personal, work and leisure experiences in the "third half" of our lives.

Date & Time: Friday, January 29, 2010 2:00 – 4:00 PM

Place: 208 Parkside Drive, Palo Alto

Cost: **No Cost.** Once a group is formed, a modest fee will be charged

RSVP: **by Friday, January 22, 2010**

to Lynn Wiese, MFT 650-856-3761 or lynnwiese@dslextreme.com

I am offering this event, at no cost, to determine interest and see if logistics can allow a cohesive group to form (day & time, frequency, location, etc.).

***Successful Aging: Team Support is a private undertaking, NOT a Chapter-Sponsored, Drop-In Group**

ADVERTISING OPPORTUNITIES AND PRICES!

Since the launch of the chapter's Website in the fall of 2004, all classified advertisements have been published on the Website concurrently with their run in the chapter newsletter. Now, your display advertisements can as well! The following is a list of the new prices, effective August 1, 2005, for display advertisements for publication in SCV-CAMFT News. Please remember, you can always receive an additional discount by paying for multiple publications of your advertisement in advance.

	Member Advertising Rates			Non-member Advertising Rates		
Newsletter or Online Display Ad.	2 months	6 months	12 months	2 months	6 months	12 months
Full page	\$200	\$510	\$900	\$400	\$1,020	\$1,800
Half page	\$125	\$319	\$563	\$250	\$638	\$1,125
Quarter page	\$75	\$191	\$338	\$150	\$383	\$675
Eighth page	\$50	\$128	\$225	\$100	\$255	\$450
Combined	2 months	6 months	12 months	2 months	6 months	12 months
Full page	\$300	\$765	\$1,350	\$600	\$1,530	\$2,700
Half page	\$188	\$478	\$844	\$375	\$956	\$1,688
Quarter page	\$113	\$287	\$506	\$225	\$574	\$1,013
Eighth page	\$75	\$191	\$338	\$150	\$383	\$675

These prices are also available on the chapter's Website, www.scv-camft.org.

If you have questions or comments, please contact the chapter at 408/235-0210 or mail@scv-camft.org.

GROUPS AND WORKSHOPS

Mindfulness Techniques for Healing Depression — 8-week class in Mindfulness Based Cognitive Therapy (MBCT). Next class starts January 25, 2010. Meets Mondays from 6:30-8:30. Personally and professionally useful. CEUs available. Contact Moby Coquillard, MFT, 650/348-2797, www.mobycoquillard.com.

Women's Process Group for Sexual Abuse Survivors — Ongoing weekly group held at the Process Therapy Institute in Los Gatos. <http://www.processes.org/womensuptgp.php>. Contact LaDonna Silva, MFT Intern, 408/358-2218 ext 421.

Teen Girls' Groups AND Women-in-Transition Group — Teens focus on relationships, self-esteem, and body image using art/drama. Women focus on relationships, co-dependence, parenting, and health. Starts Jan 21st. Lori Levitt, MFC 43329. 650/794-4828. www.lorilevittmft.com.

Intervention Services — Help for clients who want to compassionately confront an alcoholic or addict about the need to get treatment. Contact Julie Herman, MFT, at 408/872-0222.

Process Groups — Openings in process groups in Burlingame, led by Kim Ives Bailey, a nationally certified group therapist supervised by Dr. Irvin Yalom. Call 650/737-1818.

Confidential, Low-Cost Counseling For All Ages — Teen & Family Counseling Center's Campbell Clinic — INITIAL COUNSELING SESSION FREE — one per family. Services provided by registered interns, supervised by licensed professionals. TFCC: 408/370-9990; info@teenfamilycounseling.org; www.teenfamilycounseling.org.

DBT Skills Groups for Eating Disorders — Now forming in San Jose. Mindfulness, distress tolerance, emotion regulation and interpersonal effectiveness skills adapted for eating disorders. Contact Laura Johnson, MFT Intern, lauralcjohnson@gmail.com or 408/596-1770.

Children's Divorce Support Groups — Addresses family changes and the dynamics of divorce as experienced by children. Allison Petersen, MFT Intern, Supervisor Jamie H. Duddy, MFT. Groups forming October/February/June. Contact Allison Petersen at allisonrpetersen@gmail.com or 650/532-0515.

GROUPS AND WORKSHOPS

Process Group for Women in Transition — Examining internal, external, second-half-of-life changes. Redwood City. Now forming. Please call Deborah Dowse Runyeon, MFT, at 650/363-0249 ext. 111 for information.

Psychotherapy Groups for Gay & Bisexual Men — Menlo Park. Two psychodynamic process groups focusing on intimacy, relationships, and communication. Four-month initial commitment. Please call Jamie Moran, LCSW, CGP, 650/598-8877. www.jamiemoran.com.

FOR CLINICIANS

Licensed Therapists' Support Group — Ongoing, self-led support group for licensed therapists, meeting the first Friday of each month in midtown Palo Alto. Call Verne Rice for details, 650/856-0232.

Eating Disorder Consultation Group For Therapists — Now forming in San Jose. Peer group, no fees, office available to meet at Hillsdale and Meridian. Time and day to be determined. E-mail terrysanderslmft@sbcglobal.net for more information.

Let's Collaborate! — Recently licensed MFT expanding private practice and taking intakes for the Women In Transition Group. Referrals welcome. Call Heena Parikh, MFC 41732, at 650/823-4537.

FOR CLINICIANS

Opening in Private Practice Consultation Group — Marketing & Case Consultation. Meets once a month on Friday in San Mateo. \$50. Facilitator Mary Deger Seevers, MA, MFT, www.marydegerseevers.com, 650/655-2718 or seeversmd@aol.com.

Successful Aging: Team Support — Exploratory meeting (no cost) for therapists 60+, Lynn Wiese, MFT, Facilitator. Friday January 29th, Palo Alto. See half-page ad in this issue for details and RSVP information. Share wisdom, receive support!

Would You Like A Full Practice? — Use the Internet to build your ideal practice quickly and inexpensively. There's no need to feel overwhelmed or underinformed. Contact Sean Eric Armstrong at 888/538-4971, e-mail sean@kethyr.com, or visit <http://www.kethyrsolutions.com/therapists.html>, for more information and a free consultation.

Mailing Labels:

A Great Way to Market Your Practice

Are you aware that, as a benefit of membership, you can buy a copy of the chapter mailing labels for \$50 to market a special event, workshop or conference? The availability of this benefit is especially helpful between newsletter editions. Just send a check for \$50 to P.O. Box 60814, Palo Alto, CA 94306 and the labels will be mailed to you right away. You may also pay using PayPal. Remember to specify if you want the labels sorted alphabetically or by zip code.

SCV-CAMFT also sells its chapter mailing labels to selected non-members (people or organizations who have an interest in our profession) at a cost of \$100 per mailing. We do not accept random commercial interests. If you would like to be omitted from these labels, please call 408/235-0210 or send an e-mail to us at: mail@scv-camft.org.

SCV-CAMFT IS SEEKING A FEW GOOD VOLUNTEERS

Seeking SCV-CAMFT Website Editorial Team

Your chapter is looking for enthusiastic individuals who want to help make the new SCV-CAMFT website dynamite! Most of the discussion will occur via e-mail, a bit by phone, and an occasional face-to-face meeting. We would love to have you on our committee.

Please contact Patricia Jordan, MFT, Director of Technology & Communications for SCV-CAMFT at: mail@scv-camft.org, attn: Patricia Jordan.

We look forward to your help and input.

FOR INTERNS

Seeking Intern — Peace-It-Together is seeking an Intern to co-facilitate a Teen Domestic and Family Violence group. Intakes and orientations would also be required. Please send your resume via e-mail if interested: peace2gether@yahoo.com.

JOB OPPORTUNITIES

High School Based Internship — Paid position for MFT Intern in high school setting. Approximately 6-12 hours/week. Flexible schedule. Responsibilities include individual and group therapy. Supervision provided. Contact Linda at lindawilliamsmft@gmail.com or 408/472-9595.

Seeking Program Director — The CEC is seeking an experienced Program Director for our Resiliency Consultation Program. Candidate should have an LCSW, MFT, or Psy.D., and at least 5 year's experience. For full description visit: www.cleoelaucenter.org.

OFFICE SPACE

Campbell — Sunny office with built-ins available full time in three-office suite. Reasonable rent. Friendly atmosphere. Quiet location in professional complex near Pruneyard. Ample parking & easy access 17/280/85. Armaghan Ghassemi, 510/676-5876.

Campbell — Saratoga furnished office with private waiting room & call-light on first floor with large windows. Available Monday and Friday, Day & Evening. \$150.00/month per day/full service. Great location, professional bldg., great parking. lgca37@aol.com or 408/358-3000.

Mountain View — Office space to share. Great location, quiet, located at San Antonio Rd. and California Ave. Call Susan Zaro, 650/948-9224.

San Jose — Sublease office space available in the Rose Garden. 1-2 days/nights (\$150/\$225) per month, Mon/Tues/Fri/Sat/Sun, one block from 880, older '50s building, upstairs with a view. Call Lynn Maya, MFT, 408/345-2399.

San Jose — Two attractive psychotherapy offices, part time, Good Samaritan area. Office, Friday, suitable for adults/children. 1-2 days/week office suitable for adults/couples. Contact africe@comcast.net or 408/354-3238.

OFFICE SPACE

San Jose — Office available two days/week (flexible) in three-office suite with waiting room and call lights. Located on Moorpark near Winchester. \$120/day. Please call 408/380-1208.

San Jose — The Alameda, 1st floor office for sublease, unfurnished, approximately 500 sf. Has large front room that can be used for groups and waiting area, and 2 private offices about 120 sf - each with window. Lovely building with tropical courtyard, deposit required. \$575 per month! Great for two therapists or small group practice. E-mail mcarlisle@sbcglobal.net.

OFFICE SPACE

San Jose — Almaden Valley. Lovely private, quiet therapy office (approx 200 sq. ft.) available full-time in two-office suite with shared waiting room. Window, carpet, parking, full janitorial. Attractive professional building in great location. Monthly rent \$585.00. 408/858-0745.



SCV-CAMFT News — ADVERTISING POLICY

Adopted by SCV-CAMFT, April 3, 1992; last revised August 2004

ALL ADVERTISING MATERIAL MUST BE SUBMITTED TYPED, BY DEADLINE, AND VIA E-MAIL OR THE CHAPTER'S WEBSITE no later than the fifteenth of odd-numbered months preceding publication, e-mail: mail@scv-camft.org, Website: <http://www.scv-camft.org>.

CLASSIFIED ADS:

- SCV-CAMFT members in good standing will be allowed one 35-word free ad. per issue. Free ads. from persons with lapsed memberships will not be accepted.
- Members running additional ads. beyond their free one-per-issue will pay \$25 for each additional ad. of 35 words or less.
- Non-members will pay \$50 per 35-word ad. This surcharge should be an incentive for current non-members to join the chapter.
- Members and non-members alike will pay \$1.00 per word for each word over 35. The following units of information count as one word: Phone number; zip code; each degree or licensure abbreviation (e.g. "Tom Jones, MFT, Ph.D." = four words).

DISPLAY ADS:

- Display ads. must be typeset, with a border, and not merely typewritten. See samples this issue. Ads. must be sized exactly and camera-ready (i.e., ready to be pasted into layout with no further copy or graphic manipulation necessary). Advertisements to be run in the newsletter and on the chapter's Website are double the amount below less 25% of the total. Discounts are available for purchasing multiple "flights" for the same ad.

		Members	Non-Members
Full page	7 1/2" x 9 3/4" vert.	\$200.00	\$400.00
Half page horiz.	7 1/2" x 5"	125.00	250.00
Half page vert.	3 3/4" x 9 3/4"	125.00	250.00
1/4 page	3 3/4" x 5" vert.	75.00	150.00
1/6 page	2 3/8" x 5" (or less) vert.	50.00	100.00

ADDITIONAL ADVERTISING POLICY

- Advertisements appearing in this newsletter do not imply SCV-CAMFT endorsement either of their content or of the persons placing them.
- Copy for classified ads. should be typed and double-spaced. Count words before e-mailing. You may pay for any words over the 35 allotted by using PayPal or credit card. Ads. will be run for one issue only. If you wish to repeat ads., you must resubmit them by deadline each issue.
- Members may only use free or member-rate display advertisements to promote only their own office space or services.

Santa Clara Valley Chapter of the California Association of Marriage & Family Therapists

SCV-CAMFT News

Attention: Editor

P.O. Box 60814

Palo Alto, CA 94306

PERIODICALS

U.S. POSTAGE

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Permit #010092

Chapter Events

Fri., January 22,

11:30 - 1:30 pm

Lunch served promptly at 11:45

“Suicide Assessment/Crisis Intervention: What Every Therapist Needs to Know”

Edward Subega, MFT

Los Gatos Lodge

50 Los Gatos-Saratoga Rd, Los Gatos

Cost: \$26.00 (CEUs add \$7, PCE 1134)

Menu: Chicken Parmigiana or Teriyaki

Mahi Mahi or Vegetarian Lasagna

Register with SCV-CAMFT (see below).

For information regarding the speaker contact Verna Nelson, 408/379-7747.

DATES TO REMEMBER

■ January 15, 2010
Mar./Apr. Newsletter Deadline

■ January 22, 2010
South Region Luncheon

■ February 26, 2010
North Region Luncheon

■ March 15, 2010
May/Jun. Newsletter Deadline

■ March 26, 2010
Mid Region Luncheon

Fri., February 26,

11:30 - 1:30 pm

Lunch served promptly at 11:45

“An Introduction to the Clinical Applications of Systemic Family Constellation Work”

Brigitte Essl, European M.D., M.A., D.C.

Iron Gate Continental Cuisine

1360 El Camino Real, Belmont

Cost: \$26.00 (CEUs add \$7, PCE 1134)

Menu: To Be Determined

Register with SCV-CAMFT (see below).

For information regarding the speaker contact Pamela Eaken, 650/571-6342.

RESERVATIONS: *You can now register online using your credit card!* Go to our website at www.scv-camft.org, enter the “Calendar of Events” page and click on the event to find the luncheon registration page. You can also register by PayPal or by sending a check, payable to SCV-CAMFT, with entrée selection noted, to SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306. Payment must be received by the Monday before the luncheon. Reservations will be held until noon. Lunch will be served promptly at 11:45. If seating is available, “standby” persons can pay \$33.00 at the door to attend the luncheon. **Please note: telephone reservations cannot be accepted. Call the chapter voicemail, 408/235-0210, for reservation information and the chapter’s cancellation policy.**